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CHEQUAMEGON NATIONAL FOREST

EASTERN REGION - FOREST SERVICE - USDA

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VISITOR SATISFACTION ON THE TWO LAKES CAMPGROUND CHEQUAMEGON NATIONAL FOREST

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Prepared by

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ABSTRACT

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TITLE: **VISITOR SATISFACTION ON THE TWO LAKES CAMPGROUND CHEQUAMEGON NATIONAL FOREST.**

ABSTRACT: The Chequamegon National Forest has never developed a marketing program for recreation opportunities. First, some information has to be gathered on who are our visitors, where do they come from and how do they find out about the Chequamegon. Traditionally the Forest Service has provided standard opportunities for camping and trail activities. But what do our visitors want in terms of facilities, services and opportunities. This report summarizes some demographic information, campground facilities and services desires, and trail opportunities that perhaps need a greater emphasis than the Forest has given them in the past. Some of the items are not new, but a re-emphasis has been indicated by the visitor.

KEY WORDS: Visitor questionnaire; Recreation; Marketing; Campground; Trails; Convenience items.

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EXECUTIVE SUMMARY

TITLE: **WHO ARE THE RECREATION VISITORS TO THE CHEQUAMEGON NATIONAL FOREST AND WHAT DO THEY WANT?**

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SUMMARY: This report is being prepared as part of the course requirement for attending the Forest Service Recreation Short Course at Clemson University in September 1988. The Chequamegon National Forest provides recreation opportunities for camping and trails. The Forest had a desire to obtain information about who our visitors are, where they come from and other demographic information. Traditionally, the standard facilities, services and opportunities have been provided. But the question had never been asked to a large sample in a systematic approach as to what the visitor would desire.

QUESTIONNAIRE AND MAILING LISTS:

The questionnaire was developed with three main parts: demographics,campgrounds, and trails. The intent was to make the form simple and blanks were designed to be checked. Very few items, except for the remarks block, had to be written.

The demographic information included information about where the visitor resides by state and metropolitan area, age categories, retired, previous visit, frequency of visits, and how the visitors found out about the Chequamegon. There were also questions on the types of vehicles and equipment they bring to the Forest.

The campground information asked the visitor about what they have used before and what they would like in terms of facilities and services. Some of the facilities included fire rings, benches, pads for camping units or tents, showers, electricity, telephone, playground equipment, fishing piers etc. The services included things like firewood, vending machines, and information boards.

The trail information asked specific questions concerning types of trails and their design and location in relation to campgrounds. There were also questions concerning trail head parking, shelters, corrals for horses, boat landings, trail registers and trail marker symbols.

And finally the remarks section. This provided the visitor an opportunity to give comments which were not handled easily by the rest of the questionnaire.

Selection of who to contact was the next step. Phone calling was ruled out because of determining the sample and the cost. Personal contact was ruled out because most of our visitors are not present during the winter when this project had to be accomplished.

Three mailing lists were developed. List 1 was from visitors to Two Lakes Campground. List 2 was from people who had contacted the Forest for information and the Forest had responded with a letter to them. List 3 was developed from the register book on the counter in the front lobby of the Chequamegon Supervisor's Office.

RESULTS AND DISCUSSION:

Fifty-seven percent of the questionnaires were returned.

The majority of the visitors are from Wisconsin (62%), followed by Minnesota (16%) and Illinois (9%). The major metropolitan areas include Minneapolis-St. Paul, Madison, Milwaukee and Chicago.

Sixty-two percent of our visitors indicated they were retired. Eighty-one percent were between the ages of 21-60 and 38% indicated they had children under the age of nineteen.

There is a definite desire on part of our visitors that would like more conveniences. Forty percent indicated they would like benches at the campsites near the fire. Thirty-eight percent would like hot showers, 33% would like flush toilets and 24% would like electric hook-ups. Forty-five percent indicated they would pay a higher fee if more conveniences are provided

Twenty-nine percent of the visitors indicated they would like more loop hiking trails, 28% would like more trails in campgrounds and 17% indicated they would like more educational/interpretive trails. Horse riding and auto tour trails were also suggested as well as hunting trails. And 21% indicated they would like groomed cross country ski trails.

Sixteen percent indicated they would like more trail marker symbols. Nine percent would like more trail head parking, 11% think there could be more information boards and 9% thought there should be more boat landings.

The remarks section provided a wide range of responses, but the overlying theme was that of keeping the Forest in a natural, primitive condition without more development.

RECOMMENDATIONS:

The Forest marketing strategy should be concentrated where many of our visitors live, mainly in Wisconsin, Minnesota and northeastern Illinois. The metropolitan areas of Minneapolis-St. Paul, Madison, Chicago, Milwaukee and Eau Claire should receive particular emphasis. Increase our efforts to contact outdoors/sports magazines for articles on recreation on the Forest. Continue to improve the quality of facilities, service, and opportunities as most of our visitors found out about the Forest through a family member or friend.

Conveniences such as benches around the fire, telephones, hot showers, flush toilets and electricity should be installed on a limited basis. Visitor indicated that they would pay a higher fee for more conveniences.

INTRODUCTION

The Chequamegon National Forest, located in northwestern Wisconsin, is about 850,000 acres in size and has a mixture of conifer and deciduous trees. Common species include, aspen; red, jack and white pine; white and black spruce; balsam fir, red oak, sugar maple and basswood. The Forest has several rivers and many lakes, along with a variety of trails and campgrounds. Traditionally the Forest has provided visitors with a variety of trails for summer and winter opportunities and facilities and services at campgrounds. But a survey has never been completed to see if we are providing what the visitor wants.

The Chequamegon National Forest wishes to identify who their recreation users are, where they come from and what facilities and services they would like to have in order to have a more enjoyable recreation experience while visiting the Forest.

The objectives of the project are to:

** Provide some information as to who are our users.

** Identify some of the changes the visitor would like to see in the Forest in terms of facilities and trails.

** Provide some specific recommendations to the Forest Supervisor as to a mix of facilities and opportunities.

Limitations of the project:

** This survey only sampled three different groups and by no means constitutes a sample of all users of the Forest. The groups sampled represented three different types of background in terms of the Forest contact with them.

LITERATURE REVIEW

Tull and Hawkins (1984) provided an overview of research process and design, including sampling methods. Nelson (1988) and Penaloza (1988) provided me with a variety of categories in which to ask questions. Personal communication with John Westman (1989) a marketing specialist and a non-user of the Forest, provided information to alter the design of the questionnaire to better accomplish the objectives. Questions such as, "What are the four most important items?" were developed.

LITERATURE CITED

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Penaloza, Linda J.; September 1988. THE 1987 WISCONSIN CAMPER SURVEY: RESULTS AND RECOMMENDATIONS. Research Management Findings bulletin #16. Bureau of Research, Wisconsin Department of Natural Resources, Madison, Wisconsin.

Tull, Donald S. & Hawkins, Del I. 1984. MARKETING RESEARCH-Measurement and Method 3rd Edition. Macmillian Publishing Company, New York, New York. pg. 24-42.

METHODS

Personal contacts in the campgrounds and on trails were excluded primarily because of the season of the year. Most of our use occurs in the summer and this project was done over the winter. Telephone interviews were ruled out due to the difficulty in determining the sample of numbers to call. MARKETING RESEARCH by Hawkins and Tull, pages 24-42 provided considerable insight into the research process and design.

QUESTIONNAIRE DEVELOPMENT:

A questionnaire was developed (Appendix A) with the idea of making it simple to understand and easy to complete. One of the basic concepts was to keep the format somewhat consistent within itself so as not to confuse the responder. Another idea was to have blanks to check rather than blocks in which to write answers. When it was necessary to write words, the space given was not large. I also asked responders to list those items which were most important to them after they had answered a series of questions. And last but not least, was the remarks blank.

The Forest Recreation Staff Officer wanted some demographic questions answered. From which metropolitan areas or cities do we draw? What are the ages of our visitors? Are many retired? What kind of vehicles do they bring with them to the campgrounds? What are the best ways to contact potential visitors to the Forest?

The final questionnaire had 21 questions on three pages and had three categories of questions: demographics, campgrounds, and trails.

Who to send the questionnaire to? One of the objectives was to find out if the Forest should be providing some facilities, service and opportunities different than they presently are. It was felt that users would provide better responses than non-users. The Forest had several lists of users representing a variety of interests. The lists selected, because of their nature, represented only a few segments of the visitors to the Forest. They were not intended to sample all visitors. Hawkins and Tull discuss sampling methods and their validity. It was decided to use these three mailing lists which represented different types of background in terms of the Forest contact with them.

MAILING LISTS:

LIST 1: Campers at our Two Lakes Campground during 1988. List of names and addresses were provided by the permittee who is running the campground. Sample size is 310.

LIST 2: Other visitors had either called or written to the Forest Supervisor requesting information be mailed to them. Their names and addresses were taken from the correspondence file on the Forest response to them. Sample size is 229.

LIST 3: Many visitors to the Supervisor's Office had signed the guest register on the counter at the reception desk. Sample size is 63.

The decision was made to mail the questionnaire after the Christmas holidays because there was a chance that it would be mixed in with the Christmas cards and not answered if it was mailed before. A cover letter (Appendix B) was written and a stamped return envelope was enclosed with each questionnaire. All envelopes were mailed by January 6, 1989 and returns were requested by February 3, 1989.

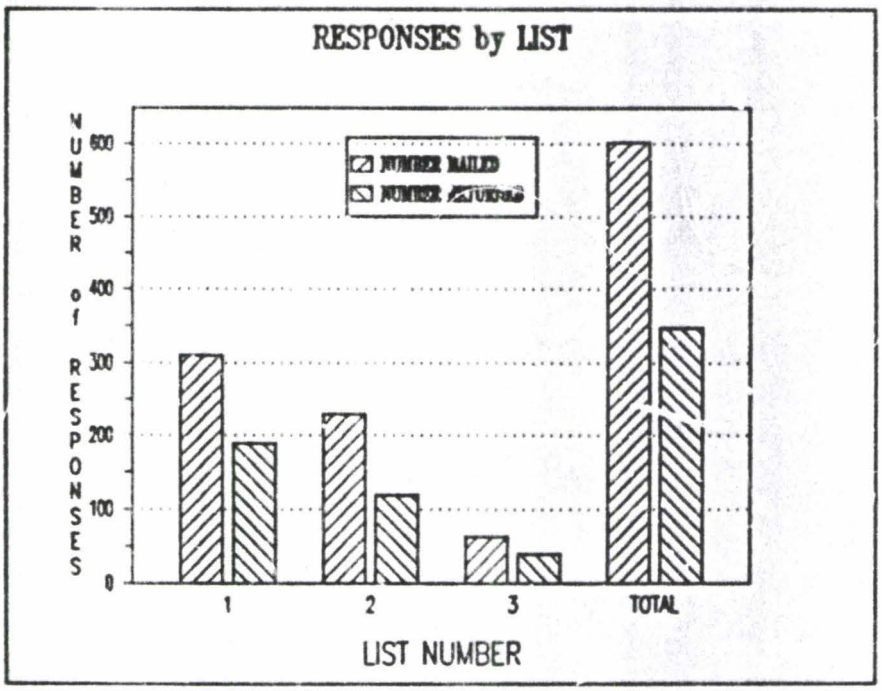
RESULTS AND DISCUSSION

RETURN OF QUESTIONNAIRES:

A total of 602 questionnaires were mailed out. Nine letters were returned by the Post Office because of incorrect address or the addressee had moved.

A total of 347 responses were received. A breakdown by lists follows in Chart 1:

CHART 1. NUMBER OF QUESTIONNAIRES RETURNED



The number of responses is quite surprising. Responses were still coming two weeks past the due date. I had anticipated less than 100 responses.

The questionnaire did go to persons that had knowledge of the Forest. Judging from their responses, they certainly have an interest in what is provided by the Forest and they did not mind taking the time to respond.

RESULTS:

The questionnaire was set up in a manner that it would be easy to either tabulate the results or create a data base. Because of the high number of responses, a data base was created using the Data General Forms Entry System (FES) software.

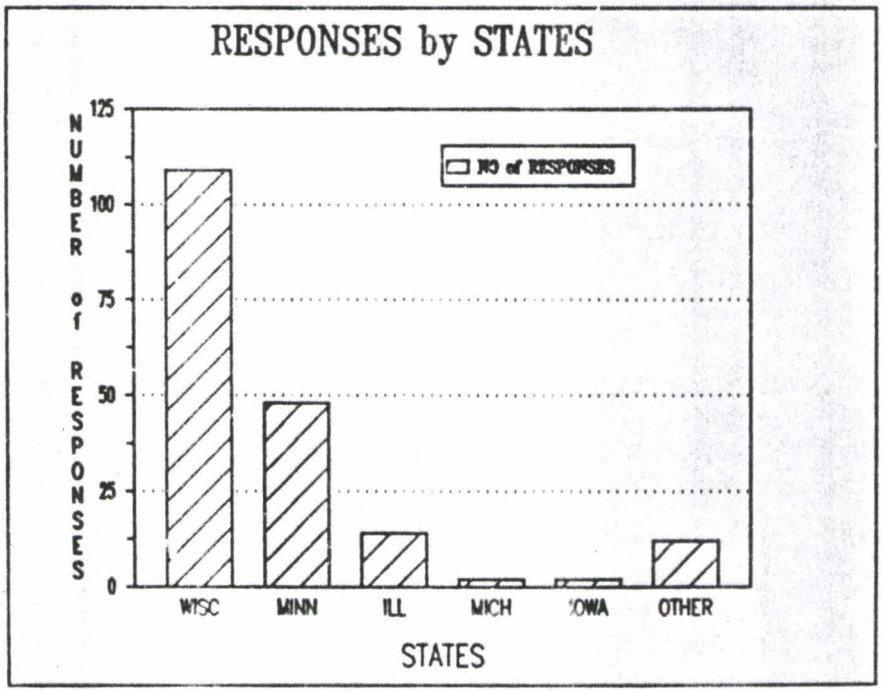
Not all of the results to the questions will be discussed. Some questions did not produce results which could be summarized. Many questions were not answered. A sample questionnaire is in Appendix A.

The largest number of responses was from List 1, actual campers at Two Lakes Campground. The results and discussion that follow will only include information from List 1 responses. Lists 2 and 3 represent too small of a sample to provide reliable results.

WHO ARE OUR VISITORS?:

Chart 2 displays the states where our visitors are from.

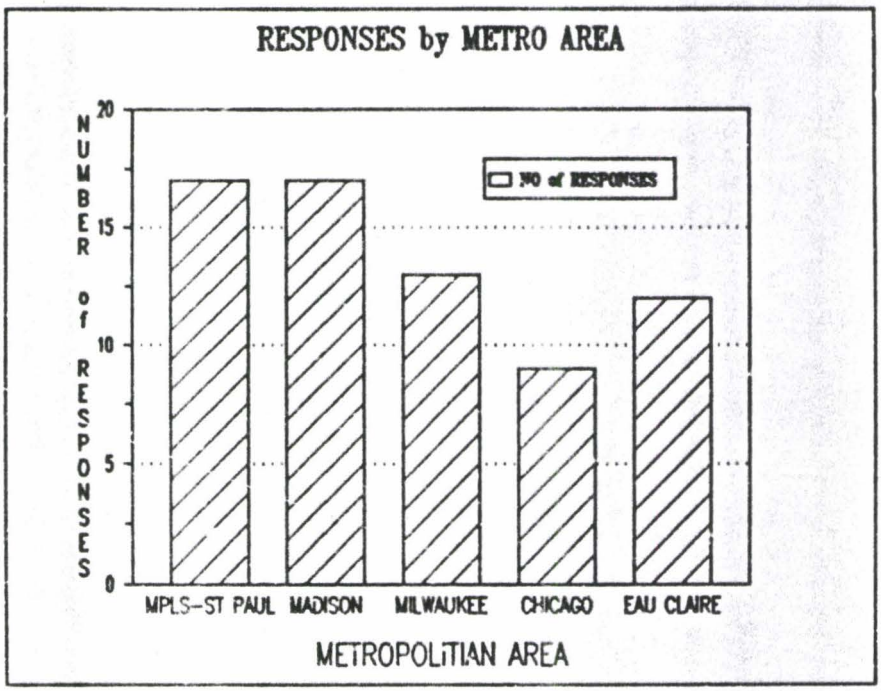
CHART 2. NUMBER OF RESPONSES BY STATES



Most of our visitors are from the State of Wisconsin, with Minnesota being second and Illinois third. Indiana, which is included in the Other States column had 6 visitors, then follows Iowa and Michigan. Michigan evidently attracts its own users and not many of them visit the Chequamegon.

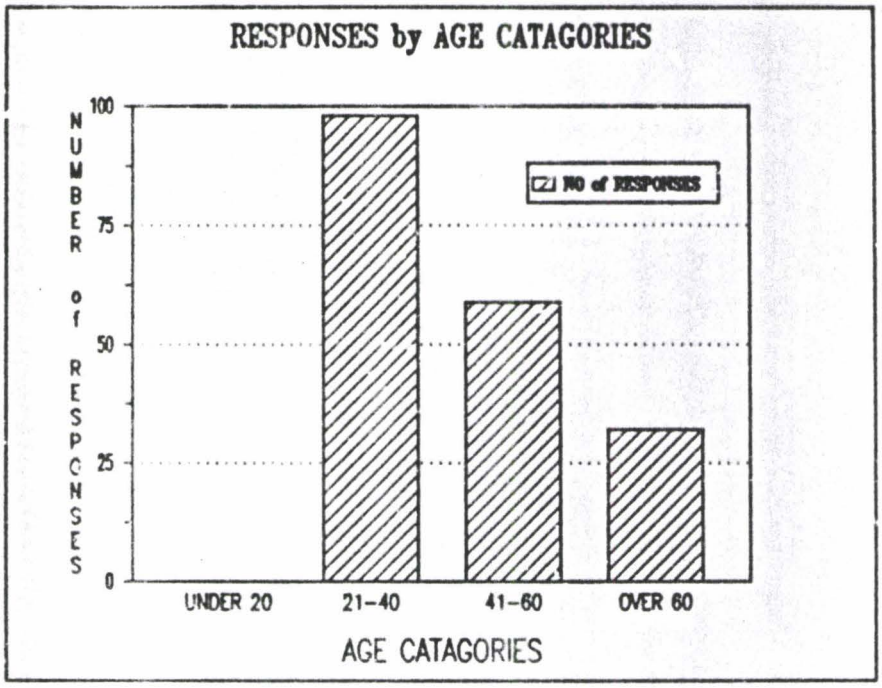
The metropolitan areas that provide most of our visitors is displayed in Chart 3.

CHART 3. NUMBER OF RESPONSES BY MAJOR METROPOLITAN AREAS



The breakdown of the four age categories is indicated in Chart 4 on the following page.

CHART 4. NUMBER OF RESPONSES BY AGE CATEGORIES



Eighteen percent indicated they were retired. Forty percent indicated that they were a family with children under the age of 19.

Previous visits to the Chequamegon were recorded by 95% of the visitors and less than 4% had not visited before. During 1988, 97% indicated they had visited the Forest. There were 12% during 1987, and 11% during 1986. The range of other years visited was from 1948 to 1989. What is interesting is the high increase for 1988. Thirty nine percent visited the Forest more than once in a year and the range of the number of visits was between 2 to 50.

The vehicles brought to the Forest were predominately cars which numbered 103. Additionally 66 brought boats with them and 40 people brought their boat on a trailer. Forty-eight people brought a 4 wheel drive pickup and 51 towed a camping unit. Thirty-one visitors drove a contained camper and 28 drove a van. Other common vehicles brought along were canoes (18), 2 wheel drive pickups (8), bicycles (7), and snowmobiles (1).

How did they find out about the Chequamegon? More people indicated a friend (47%) or family member (38%) told them. The next highest category was from reading sports magazines (4%). The most surprising category was sports shows which indicated only 1 person found out from this method. For several years the Forest had participated in sports shows hoping that we were providing information to potential visitors.

WHAT ABOUT CAMPING AND CONVENIENCES?:

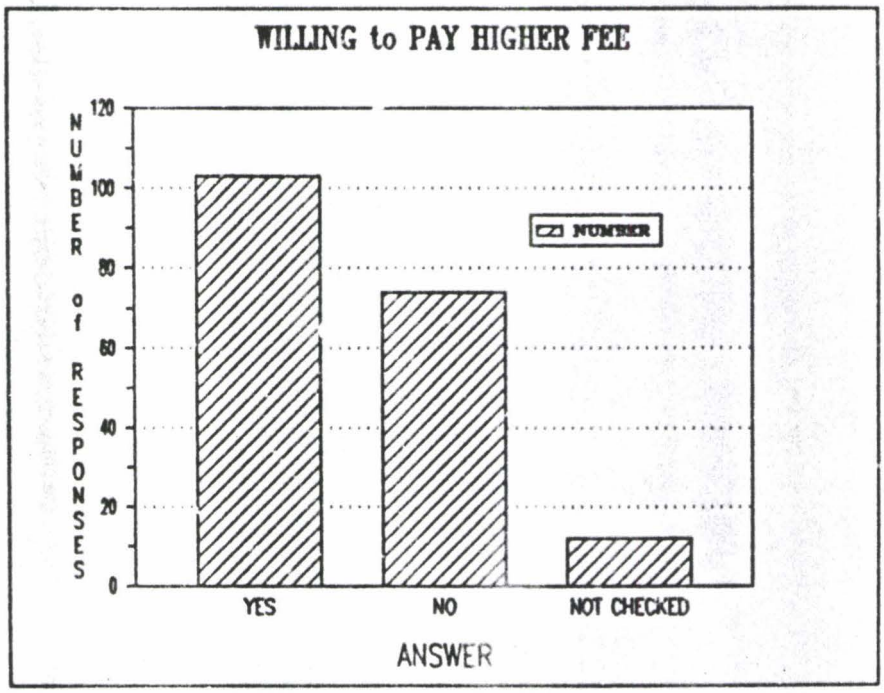
Many visitors expressed that they would like to use the following conveniences:

TABLE 1. NUMBER OF RESPONSES DESIRING CONVENIENCES

Benches	Hot Showers	Flush Toilets	Electric Hook-ups	Fishing Pier	Buy Firewood
92	86	76	62	55	48

Chart 5 displays the responses concerning paying higher fees for conveniences. Sixty-five percent responded yes.

CHART 5. NUMBER OF WILLING TO PAY HIGHER FEE FOR CONVENIENCES



WHAT ABOUT TYPES OF TRAILS?:

Forty percent of the responders were trail users.

The responses concerning summer trails are displayed in Table 2.

TABLE 2. NUMBER OF RESPONSES REGARDING SUMMER TRAILS

Loop Hiking Trail	Camp-Ground Trail	Interpretive Nature Trail	Auto Tour Trail	Horse Riding Trail	Other Trails
61	68	33	33	15	10

The Forest has a system of hunter-walking trails primarily for grouse hunting in the autumn. Even though these trails were not listed as a specific item in the questionnaire, 33 responses indicated a need for more of these trails.

TABLE 3. NUMBER OF RESPONSES REGARDING WINTER TRAILS

Snowshoe Trails	Tracked X-C Ski Trails	Untracked X-C Ski Trails	Pt. to Pt. Snowmobile Trails	Loop Snowmobile Trails
13	46	20	7	6

In some cases visitors stated where they specifically wanted a trail, but no location was duplicated for the same type of trail. Most of the comments indicated a trail could be placed anywhere in the Forest.

There were four visitors who would like ATV/cycle trails and 17 visitors who would like bicycle/mountain bike trails. None of these visitors responded specifically as to where. There must not have been many enthusiasts for bicycles, cycles or ATV's on List 1. Contact would have to be made with other groups to determine their desires for numbers and locations of trails.

WHAT OTHER THINGS DO PEOPLE WANT?:

There were several other items that visitors listed which would make their stay more enjoyable.

TABLE 4. NUMBER OF RESPONSES ON ITEMS THAT WOULD INCREASE THEIR ENJOYMENT

Trail Head Parking	Overnight Shelters	Horse Corral	Boat Landing	Info Boards	Telephones	Trail Marker Symbols
19	9	1	17	17	45	28

Trail marker symbols, information boards, telephones, trail head parking and boat landings have the highest number of responses. The Forest is capable of increasing or implementing all of the above listed items. Boat landings will require cooperation from the Wisconsin Department of Natural Resources.

WHAT DID PEOPLE WRITE IN THE REMARKS SECTION?

The remarks section was utilized by 130 visitors. Comments covered the spectrum of keeping the Forest as natural as possible to providing some improvements and conveniences. Some of the more interesting or unusual comments follow.

** Provide for pontoon boat rentals.
** Two people expressed interest in horse campground with appropriate facilities such as water and corrals.
** Restrictions on vehicles for the benefit of wildlife should be lifted.
** Namekagon Lake is over used. Visibility is less than one foot. Water is murky.
** Disabled people need faucets; sites close to water; able to leave boat in water.
** One comment was to provide areas for dogs to swim.
** Sanitary dump station is needed in the Day Lake, Namekagon Lake or Two Lakes campground area.
** Lakes should be better stocked for fishing.

By far most of the visitors were pleased with their experience and wanted the Forest to be kept natural, wild or primitive. Nelson (1988) indicated that "The largest portion of respondents desire to maintain the natural setting for their activity."

RECOMMENDATIONS

This section includes information that could possibly be applied to many campgrounds on the Forest.

MARKETING METHODS:

#1. Concentrate marketing efforts in Wisconsin and Minnesota.

Most of the visitors to Two Lakes Campground are from Wisconsin or the Minneapolis-St. Paul area in Minnesota. The Minneapolis-St. Paul area is between 3-4 hours drive from the Chequamegon. About half of our visitors come from smaller metropolitan areas or rural area. Penaloza (1988) found that in their 1987 study that almost half of all the campers were from rural areas or small towns.

#2. Concentrate marketing efforts to reach middle-aged families with children, and retired visitors.

Most of our visitors were over 20 years of age. Forty percent responded that they had younger children, while 18% indicated they were retired.

#3. The best method to provide customer satisfaction is through providing a quality experience to our visitors.

Most people found out about the Forest through a family member or friend. Word of mouth seems to be very effective and if the visitor has a positive or negative experience, she/he will tell someone about it. Making sure that the experience is positive and giving the visitor a satisfying experience is of utmost importance. Ninety-four percent have previously camped on the Forest. They must be satisfied to the degree that at least they return. The survey also showed that the number of repeat visits in one year ranged from 2 to 50.

#4. Increase the Forests efforts in contacts with outdoor publications.

Four percent said they found out about the Chequamegon through sports magazines. Contacts should be made with specific user groups magazines and periodicals as well as general outdoor publications and newspapers to do features on recreation opportunities in the Chequamegon. These contacts can be made jointly by the public affairs specialist, recreation staff, and Assistant Rangers.

#5. Limit participation in booths/exhibits at sport shows and fairs to those most advantageous.

The survey results indicate that only 1 person found out about the Chequamegon through sports shows. The cost involved in time, salaries, per diem, materials and exhibit space may outweigh the number of new visitors attracted to the Chequamegon.

CAMPGROUNDS:

#6. Install electric hook-ups at some units in some campgrounds.

Presently none of our campgrounds have any electric hook-ups. Thirty five percent indicated a desire for electric hook-ups. Many campers own units that can utilize electricity. I recommend that we proceed gradually with a short loop at one or two campgrounds.

#7. Install a sanitary dump station in the Clam Lake-Cable-Drummond area.

Two specific remarks indicated a need for this type of facility. A phone conversation with Carol Kyyhkynen, recreation specialist from the Northwest Regional Planning Commission in Spooner, Wisconsin indicates a need based on a survey made during February 1989. Currently the only dump stations on the Forest are on the Medford District.

#8. Install a pay telephone at some or our larger campgrounds.

Twenty-nine percent responded that they would like a telephone available at a campground. Telephones provided an element of security to our visitors, particularly if there are noisey parties, drugs and alcohol situations or if there is an accident. In larger campgrounds which are frequently filled, the secure feeling is even more important.

#9. Install benches around some of the campground site fire rings.

Forty-nine percent indicated they would like to have benches in their campsite around the fire ring. I personally have wondered why the Forest has not placed benches there before. Not all campers bring folding chairs. And a bench could serve as a small table to hold the cooking utensils and food. One reason might be that the benches would be burned in the fire ring. Perhaps our visitors are more sophisticated now.

#10. Install hot showers and flush toilets in some campgrounds.

Forty-five percent would like hot showers and 36% would like flush toilets. It appears that some of our campers would like more conveniences. They can be installed in the existing setting and would not appear out of place to most of our visitors. We must consider local commercial campgrounds though, to make sure that we are not in competition.

#11. Fees can be increased if we provide more in terms of facilities and conveniences.

Fifty-five percent responded that they would be willing to pay a higher fee if more services/conveniences were provided. Nelson (1988) indicates that visitors under 62 years of age would be willing to pay up to $4.00 in increased fee. The Forest would potentially see some return for its investment as some campground receipts are returned to the Forest.

TRAILS:

#12. **Construct more interpretative loop hiking trails in campground areas.**

Thirty-two percent responded that they wanted more loop hiking trails, 27% wanted more trails in or near campgrounds and 17% wanted more interpretative/educational nature trails. These kinds of trails are often used for family activities and we have an opportunity to do some

environmental education as the visitor has an enjoyable experience. Three campgrounds already have trails, but more could be developed.

#13 Develop one Auto Tour for folks who like to take rides through the Forest.

Seventeen percent indicated they would like to have a tour. I envision a brochure be developed with a map and text and that stops with pullouts/turnouts be constructed. An excellent opportunity would be along the recently designated Great Divide Scenic Byway.

#14. Develop a campground with corrals and facilities for those that ride horses.

Seven percent indicated a desire for horse riding trails and 2% indicated a need for horse corrals. Scott Wells on our Washburn District (Clemson/ Forest Service Class 1988) has studied this particular situation for development of such a facility on the Washburn District. There are ride and tie groups who have used the Forest for events over the last several years. Trails could possibly use portions of existing trails making sure that they are properly signed for horse use only and excluding motorized vehicles.

#15. Continue the policy of developing and maintaining hunter-walking trails.

The Forest currently has over 100 miles of hunter walking trails. Fourteen percent of those questioned suggested a need for more trails. Grouse hunting is a popular sport and Park Falls, Wisconsin is the Ruffed Grouse Capital of the World. We have plenty of use and we need to continue to develop new trails and look at closing those trails which do not have the habitat for grouse.

ACKNOWLEDGEMENTS

I am grateful for the assistance of the following individuals for this project:

Karl Vuchetich, Fran Hundt, Pat Woodie, Barb Peterson, Mike Picus, Robin Vora, Joe Watkins Dan Roe, Joan Slota, John Westman and Gina McLellan.

I know that without their support and hard work, I would not have been able to complete this project.

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College of Forest and Recreation Resources
DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT

1. Where is the general location of your residence?
   State of: Wisconsin ____
   Minnesota ____
   Illinois ____
   Michigan ____
   Iowa ____
   Other ____ ____

2. Metropolitan area of: _____

3. City or town if not in metropolitan area: _____

4. Have you visited the Chequamegon National Forest before?
   Yes___ No___

5. If yes, how did you find out about the Chequamegon?
   Please check the following that apply.

Friend	____	
Family member	____	
Sports/recreation show	____	Which show? _____
Newspaper article	____	Which newspaper? _____
Radio/television	____	Which station? _____
Sporting magazine	____	Which magazine? _____
Response to your letter	____	
Response to phone call	____	
Recreation/sports club	____	Which club? _____

Other: _____

6. Have you camped on the Chequamegon National Forest before?
   Yes___ No___
   Please check as many blocks as appropriate.

Items	What type have you used before?	What type would you like to use?
Camping sites:		
pads for RV's	____	____
pads for trailers	____	____
pads for tents	____	____
no pads	____	____
Cooking/fire:		
fire rings on ground	____	____
fire grates on pedestel	____	____
no fire rings	____	____
provided firewood	____	____
firewood for purchase	____	____
picnic tables	____	____
benches/seats near fire	____	____

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Toilets/showers:		
flush toilets	___	___
cold water showers	___	___
hot water showers	___	___
Recreational opportunities:		
open grassy sports area	___	___
fishing piers	___	___
playground equipment	___	___
picnic shelters	___	___
swimming beaches	___	___
Conveniences:		
electric hook ups		___
telephone	___	___
asphalt surfacing	___	___
vending machines	___	___
other: _____	___	___
other: _____	___	___
None of the above	___	___

7. If more conveniences/services are provided, are you will to pay a higher use fee for them? Yes___ No___

8. Of the things checked above which you would like to see, which are the most important to you:
   1. _____ 2. _____
   3. _____ 4. _____

9. Have you used any trails on the Chequamegon National Forest before? Yes___ No___
   Please check as many blocks as appropriate.

Type	What type have you used before?	What type would you like to use?
Summer hiking:		
point to point	___	___
loop	___	___
near or in campground	___	___
away from campground	___	___
Cross country skiing:		
not groomed or tracked	___	___
groomed and tracked	___	___
Snowmobiling:		
point to point	___	___
loop	___	___
Snowshoeing	___	___
Horseback riding	___	___
Educational/interpretive	___	___
Fall color auto tours	___	___
Other:_____	___	___
None of the above	___	___

10. Of the things checked above which you would like to see, which are the most important to you:
    1. _____ 2. _____
    3. _____ 4. _____

11. If you feel there is a need for additional trails, continue on:
What type of trail is it?: _____

12. At which location/corridor would you like to see it constructed?
_____

13. Are there needs for supplementary facilities such as:

Item	Check here	Where?
Trail head parking area	___	_____
Overnight shelters	___	_____
Corrals for horses	___	_____
Boat landings	___	_____
Information boards	___	_____
Trail registers	___	_____
Trail marker signs/symbols	___	_____
Other signs:_____	___	_____
No needs	___	

14. Of the things checked above, which are the most important to you:
1. _____ 2. _____
3. _____ 4. _____

15. What is your age catagory?:
under 20___ 21-40___ 41-60___ over 60___

16. Are you retired? Yes___ No___

17. Are you a family with children? Yes___ No___
Ages: ___ ___ ___ ___ ___

18. When was the last time you visited the Chequamegon?
1988___ 1987___ 1986___ other_____

19. If you have visited more than once a year, how many times? _____

20. What kind of vehicles do you bring to the Chequamegon?
Please check as many blocks as appropriate.

Car	___	
4 wheel drive pickup truck	___	
Van	___	
Self contained camping unit	___	length_____feet
Towed camping unit	___	length_____feet
Towed vehicle	___	type_____
Boat	___	with trailer___
Other: _____	___	

21. Remarks/comments:

College of Forest and Recreation Resources
DEPARTMENT OF PARKS, RECREATION AND TOURISM MANAGEMENT

January 4, 1989

I am a graduate student at Clemson University in Clemson, South Carolina. I am pursuing a graduate degree in the Parks and Recreation Department and have to complete a project as part of my course requirements.

I also work for the Chequamegon National Forest in northwestern Wisconsin and have decided to do a survey of some of our publics who use the Forest for recreation. I hope to obtain some general information as to who you are and where you live, and I want to identify if you have any ideas as to how the Chequamegon National Forest could provide you a more fulfilling recreation experience.

To accomplish this, I have developed a response form which is enclosed. Please answer the questions as best you can, and if you have some other concerns, please write them in the remarks block. Be specific if you can. Your opinion is important to me.

Please return the response form in the enclosed envelope to me. I would like to have this questionnaire returned postmarked no later than Friday, February 3, 1989, in order to complete my course requirements for the spring semester.

Sincerely,

Paul Pedersen

Enclosure

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